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SPORTS.COM

GAME ON!

The Monthly Newsletter of the Palm Beach County Sports Commission



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Commission Meetings

- 2/2/09 - 5PM Exec Committee
1555 Palm Beach Lakes Blvd. 9th Floor
- 2/12/09 - 5PM Hall of Fame Committee
1555 Palm Beach Lakes Blvd. 9th Floor
- 2/17/09 - 5PM Sports Commission Board
Hawthorn Suites - 301 Lambertson Dr, WPB
- 2/19/09 - 8AM Lou Groza Committee
1555 Palm Beach Lakes Blvd. 9th Floor
- 3/9/09 - 5PM Exec Committee
1555 Palm Beach Lakes Blvd. 9th Floor
- 3/12/09 - 5PM Hall of Fame Committee
1555 Palm Beach Lakes Blvd. 9th Floor
- 3/19/09 - 8AM Lou Groza Committee
1555 Palm Beach Lakes Blvd. 9th Floor

Meetings are subject to change. For the most up-to-date listing check the website www.PalmBeachSports.com.

SPORTS COMMISSION LAUNCHES NEW WEBSITE

The Palm Beach County Sports Commission unveiled its new website at its January 20th board meeting. The project, which has been in development for over a year, is the final component of the Sports Commission's re-branding program.

Initiated by Sports Commission President Don Dufresne, the project sought to create a new image for the 18-year old Sports Commission. "Our Board felt that the old public image did not adequately reflect our current activities, our approach to business and the image of Palm Beach County as a sports and sports tourism destination," he said. Dufresne also added "The re-branding program and website will provide the foundation from which the Sports Commission will launch its new marketing, membership and business development initiatives."

For more information, read the full story at www.PalmBeachSports.com.

SPORTS COMMISSION REPORTS FIRST QUARTER INCREASE IN HOTEL ROOM NIGHTS

Hotel room nights occupied by sporting event participants coming to Palm Beach County exceeded budget projections by 3% during the first quarter (October – December) of the 2008-2009 year. A total of 12,624 room nights were reported by hotels as being occupied by sporting event participants during the period, according to Gerry Baron, Executive Director of the Palm Beach County Sports Commission.

While the Sports Commission has enjoyed a strong retention of previous events, new events such as the National Firefighter Games, Teen on the Green and two gymnastic events contributed to this growth.

SPORTS COMMISSION SWIM GUIDE RESPONSIBLE FOR 3,200 ROOM NIGHTS

Last fall, the Sports Commission mailed its 2009 Annual Guide of Swim Training Facilities to over 1,200 universities and club teams in the Midwest, Mid-Atlantic and Northeast areas promoting Palm Beach County as the destination to bring teams for winter training.

Between the period Dec. 9, 2008 and Jan. 22, 2009, 42 universities and clubs have held swim training in Palm Beach County. These teams have occupied a reported 3,200 hotel room nights at 23 properties.

In 2007-2008 the swim program reported a total of 1,859 room nights and the 2006-2007 program reported 3,083 room nights.



UPCOMING EVENTS

For a complete listing of all upcoming events check our website at www.PalmBeachSports.com.

Winter Equestrian Festival

January 14 - April 5, 2009

Palm Beach Polo Equestrian Center

The longest-running equestrian event in the world, it annually hosts national and international competitions for Hunters, Jumpers, and Dressage. Approximately 3,000 equestrian athletes are expected to compete from the United States and Europe.

Lake O Survivor Series

February 8, 2009

Belle Glade

Cycle race with two options for the competitor. (1) ½ race from Pahokee to South Bay and back or (2) A full race around Lake Okeechobee equal to 118 miles.

Allianz Championship

February 9 - 15, 2009

Broken Sound, Boca Raton

This is a major event on the Champions PGA Tour featuring the top senior golfers in the country. The field consists of 78 Champions Tour golfers, competing in a 54 hole stroke play.

International Tennis Championships

February 21 - March 1, 2009

Delray Beach Tennis Center

A professional men's tournament, this is one of only 14 ATP events in North America. Past participants have included stars such as Andy Roddick, Marty Fish, Jimmy Connors, and Ivan Lendl.

Spring Training Baseball

February 25 - April 4

Roger Dean Stadium

Every February the St. Louis Cardinals and Florida Marlins bring their Major League teams to Roger Dean Stadium in Jupiter, FL to begin preparation for the upcoming season.

Palm Beach Challenge

February 27 - March 28, 2009

Santaluces Athletic Complex

NCAA and NJCAA baseball teams travel to Palm Beach County during their spring breaks to compete in this collegiate level spring training forum. Approximately 50 to 60 teams are expected to attend the event.

Palm Beach Invitational - Gymnastics

February 28 - March 1, 2009

Palm Beach County Convention Center

A sanctioned USA Gymnastics (USAG) National Elite Qualifier for girls. Elite gymnasts are expected to travel from across the United States as well as Canada, Mexico, Puerto Rico, and the Caribbean to compete.

WINTER EQUESTRIAN FESTIVAL OPENS

The 2009 Winter Equestrian Festival has opened in Wellington at the Palm Beach International Equestrian Center after a \$10 million makeover that took a year to finish. The festival runs through March 29, and features thousands of Hunters, Jumpers and Dressage horses from around the world, including Germany, Great Britain, Ireland, the Netherlands and the Middle East.



Among the participants: members of the 2008 U.S. Olympic gold medal jumping team, Laura Kraut, McLain Ward and Beezie Madden; 2008 Olympic individual gold medalist in jumping, Eric Lamaze. Ward and Madden were also on the 2004 Olympic gold medal show jumping team and winners of the 2008 Palm Beach County Sports Hall of Fame Presidents Award. Participants compete for about \$6 million in prize money.

The Winter Equestrian Festival brings approximately 3,000 riders to compete from around the world, is estimated to have a \$57 million economic impact to Palm Beach County, and brings in approximately 85,000 room nights.

This is the largest annual sporting event in Palm Beach County.

SPORT COMMISSION CREATES A ONCE-IN-A-LIFE TIME OPPORTUNITY

The Palm Beach County Sports Commission held a raffle to win four club level seats and limo transportation to the BCS National Championship game.



Kenneth Montgomery, a resident of Jupiter, FL, was the lucky winner of this once-in-a-lifetime football package. He brought along his wife Lynn, who is a UF Alum, their daughter Emily, a junior at UF, and son Kenny, who is hoping to attend UF after graduation. The limo picked the Montgomery family up at their home in Jupiter in the early afternoon of game day, and they were able to partake in the pre-game festivities. Kenneth and his family are all huge University of Florida supporters, and getting to see them in the National Championship and win the title was an experience they will never forget.

PBCSC APPROVES FUNDING FOR SEVEN SPORTING EVENTS

EVENTS ARE PROJECTED TO BRING \$50 MILLION IN ECONOMIC IMPACT AND FILL 16,000 HOTEL ROOMS

On January 20, the Palm Beach County Sports Commission Board of Directors approved a total of \$76,000 of funding for seven different sporting events, including Super Bowl XLIV. These events are estimated to bring nearly \$50 million in economic impact to Palm Beach County, and generate over 16,000 room nights for Palm Beach County hoteliers.

Super Bowl XLIV will return to Dolphin Stadium in Miami on February 7, 2010. The National Football League's premier event will impact Palm Beach County in a major way. The South Florida area received a \$297,800,836 economic stimulus in 2007 from hosting Super Bowl XLI.



In Palm Beach County Super Bowl XLI generated \$42,163,885 in economic impact and filled over 6,000 room nights for Palm Beach County hotels. Additionally, the Palm Beach County Sports Commission worked with the City of West Palm Beach to host Super Clematis by Night, an officially sanctioned Super Bowl event that attracted over 25,000 attendees. Palm Beach County Sports Commission President, Don Dufresne, partner at the law firm Greenspoon Marder P.A., expects a greater economic impact and more events in Palm Beach County from Super Bowl XLIV than previous Super Bowls.



In addition to the Super Bowl, the Sports Commission offered strong financial support to attract the **Geico Offshore Super Series World Championship Invitational** that is scheduled to take place from October 19-25, 2009. Often referred to as "NASCAR on water", Offshore Super Series officials are working with the Palm Beach County Sports Commission and Geico's AMF Racing team to make sure that powerboat racing returns to Palm Beach County. This event will feature 50 of the top racing boats in the world. In addition to thousands of spectators, this event is expected to bring nearly \$4 million of economic impact and generate over 5,000 room nights.

Other events to receive funding include the National Water Ski Championships, the National Firefighter Games, the Birks & Mayors Junior All Star Invitational, Perfect Game's World Wood Bat Association Championships, and the Palm Beach Punishers' Women's Tackle Football Team.

The **USA National Water Ski Championships** will return to Palm Beach County for the 6th time on August 11-15, 2009. The event will take place at the Okeetee Park ski lakes, attracting approximately 700 adult and 200 youth participants. The event is projected to generate over 1,000 room nights and \$700,000 in economic impact.

The **National Firefighter Games** will return to Palm Beach County for the 2nd consecutive year on November 2-16, 2009. The event will take place throughout northern Palm Beach County. Firefighters from across the country will have the chance to compete in over 40 different sport competitions, including flag football, soccer, baseball, bowling, archery, billiards, and power lifting. The event is expected to generate approximately 1,000 room nights and \$470,000 of economic impact.

The **American Junior Golf Association's (AJGA) Birks & Mayors Junior All Star Invitational** will take place from October 9-12, 2009, at the Mirasol Country Club in Palm Beach Gardens. The AJGA will invite some of the nation's best junior golfers (12-15 years old) to compete in Palm Beach County. The invitational should create over 200 room nights and \$75,000 in economic impact.



Perfect Game will bring its **World Wood Bat Association Championships** to Palm Beach County for the 8th time. The event will take place at Roger Dean Stadium from October 22-26, 2009. This 18 and under tournament will feature 80 teams and over 1,500 players. Major League Baseball scouts flock to this tournament with hopes of finding the next MLB superstar. Palm Beach County should expect the event to produce 3,000 room nights and nearly \$1 million in economic impact.

For the first time, the Sports Commission offered support to a local sports franchise. **The Palm Beach Punishers**, a member of the Independent Women's Football League (IWFL) will host three IWFL games at Palm Beach Central High School. The Punishers will take on the Orlando Mayhem on April 18th, the Louisiana Fuel on May 9th, and the Carolina Phoenix on May 23rd.



In December, the Sports Commission announced the support of eight events expecting to generate 10,900 hotel room nights and have an \$5 million economic impact.

The Palm Beach County Sports Commission is a private, not-for-profit organization contracted by Palm Beach County to promote and market the County as a sports and sports tourism destination. The Commission brings sporting events and activities to the County, enhances economic impact, stimulates bed tax revenues (with a focus on the off-season), and maximizes utilization of County facilities.

TICKETS ON SALE FOR THE PALM BEACH COUNTY SPORTS HALL OF FAME

The 33rd Annual Palm Beach County Sports Hall of Fame Induction Banquet is scheduled for March 29th at the Palm Beach County Convention Center. Tickets will be available online – February 1.

The 2009 Hall of Fame will induct sports legends such as Howard Schnellenberger, Mark Calcavecchia, Ray Botel, Daryl Ceravolo, Joey Ceravolo, Tom D'Angelo, Bill Davis, C.W. (Web) Pell, Charlie Persson, and Jack Rhine.



Help support the Hall of Fame program by donating an item for the silent auction or purchasing an advertisement in the program book. If interested please call Rachel Miller at (561) 233-3178 or go to www.PalmBeachSports.com for more information.

DELRAY BEACH ITC

Mardy Fish, Marcos Baghdatis, The Bryan Brothers, Tommy Haas and Guillermo Canas highlight a list of stars who will bring their games to the ATP World Tour's Delray Beach International Tennis Championships (ITC) February 21-March 1 at the Delray Beach Stadium & Tennis Center.



Just a short walk from the bustling boutiques and nightclubs of Atlantic Avenue, the event not only showcases the world's best tennis stars, but features nightly concerts from the area's hottest bands, interactive games, shopping, a wide range of cuisine, and the VolleyGirls promo team.

Tickets can be purchased by calling 561-330-6000 or online at www.YellowTennisBall.com.

FORMER VICE PRESIDENT HONORED FOR DEDICATION TO THE SPORTS COMMISSION

At the January 20, 2009, Palm Beach County Sports Commission Board of Directors meeting, former Sports Commission Vice President Judy Spring, who resigned in September 2008, was honored for her years of dedicated service, both on the Board, and as an Executive Committee member.



Judy brought with her a wealth of experience as founder and president of JBS Destination Solutions, a professional full-service meeting planning/destination management company. She has also owned her own travel agency, worked with airline reservations and ticket sales, and was a member of the sales team for a national hotel chain. With many years in the hospitality industry, Judy knows that it takes passion, extreme dedication and commitment in order to be successful.

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